

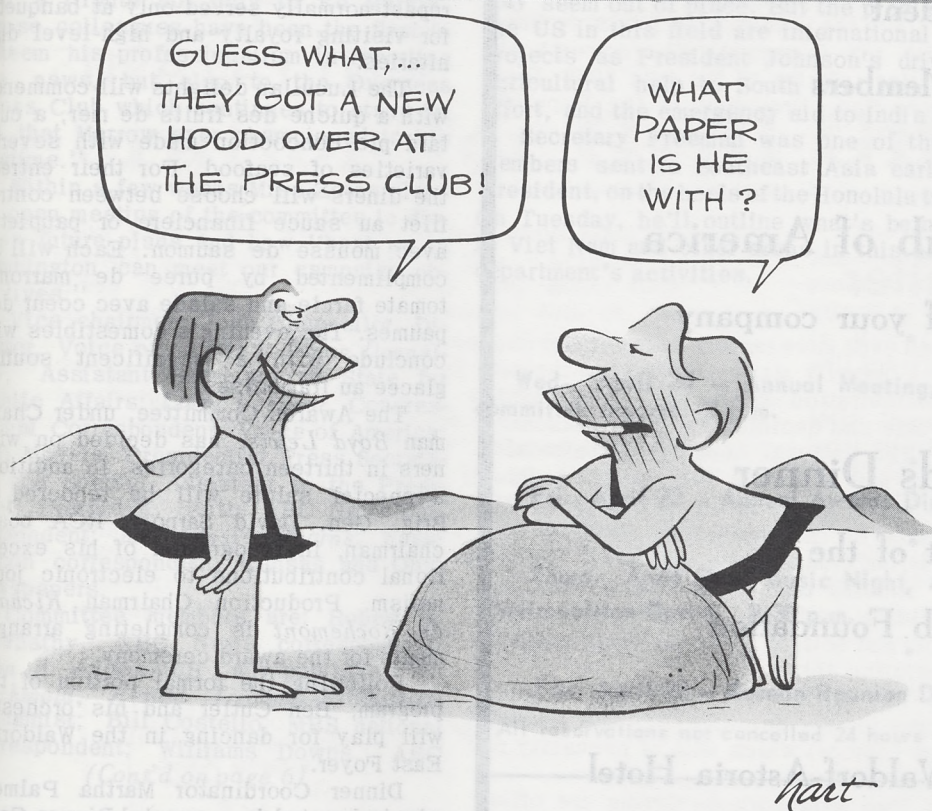
THE OVERSEAS PRESS BULLETIN

WEEKLY PUBLICATION OF THE OVERSEAS PRESS CLUB OF AMERICA

WORLD PRESS CENTER • PHONE LW 4-3500
54 WEST 40TH STREET, NEW YORK, N. Y. 10018

Vol. 21, No. 14

April 9, 1966



Hart

HOOD-WINK: It's Johnny Hart's way of asking members if they noticed something new in the Grill. It's cause of a celebration there Tuesday night. See page 5 details.

Merger Won't Hurt Capitol Bureaus

By JESSIE STEARNS

The merger of three New York City daily newspapers will have little, if any, effect on their Washington bureaus.

Warren Rogers had an understanding before he took over as Hearst bureau chief that the operation would continue when the merger became final.

He says his bureau operates like a news service servicing Hearst Newspapers throughout the nation with all paying for the service.

Earl Richert, Scripps-Howard Washington Bureau Chief, said he has already assigned Ted Knap, former correspondent for *New York World Telegram & Sun*, as their White House man.

The new *World Journal* (afternoon) will continue to get Scripps-Howard service.

Richert concluded "the merger doesn't change our operation at all."

The 16-man *Herald Tribune* Washington Bureau will continue to report for the six week-day morning papers and Sunday *World Journal* and *Tribune*.

E. P. DUTTON TO PUBLISH NEW OPC BOOK

A contract with publisher E.P. Dutton has been signed for the new projected OPC book, tentatively titled *How I Got That Story*.

Signing for Dutton was Elliott Macrae, president. William Doerflinger will handle the book for Dutton, as he did the previous Club book, *I Can Tell It Now*.

In announcing the contract, Book Committee chairman Will Yolen revealed that the Club's treasury will benefit from a 50% share of the book's revenue. The remainder will be shared by the contributors and co-editors, David Brown and W. Richard Bruner.

Production on the new book is reported to be well under way, though contributions will be considered through and June 15 copy deadline. Prospective contributors are advised to submit an outline to Bruner first. Manuscripts should be sent to him in care of the Club. All members are eligible to contribute.

Yolen said the book will probably include 40 chapters totaling 125,000 words.

Each chapter will lead off with a brief description of a major news event as it was presented in print or on the air.

As stressed in the prospectus, "The correspondent will then unfold the fascinating and often danger-studded tale of his experiences in bringing the news to the best-informed public in the world. Some will be tales of courage, some will be tales of humor, of human interest and even human frailty. All stories are expected to illustrate that the exploits of the newsgatherer in action can be even more intriguing than the story being reported."

(Cont'd on page 2)



The President
Officers and Members
of the
Overseas Press Club of America

request the pleasure of your company

at its

Annual Awards Dinner

for the benefit of the

Overseas Press Club Foundation

in the

Grand Ballroom of The Waldorf-Astoria Hotel

Friday, the twenty-second of April

Nineteen hundred and sixty-six

seven thirty o'clock

BLACK TIE

Dancing Until 1 a.m.

Members, \$20

Member's One Guest, \$20

Additional Guests, \$50

FOR RESERVATIONS, TELEPHONE LW 4-3537

Vive La Menu; Set For Awards Dinner By Committee

A menu quite literally fit for a king has been arranged for the 27th Annual Awards Dinner to be held in the Grand Ballroom of the Waldorf Astoria on the night of Friday, April 22.

Dinner committee members *Myrle Waldo*, *Larry Blochman* and *Art Milton*, working with the Waldorf's banquet manager *Clyde Harris*, decided on a gourmet repast normally served only at banquets for visiting royalty and high-level dignitaries.

The Lucullan delights will commence with a quiche des fruits de mer, a custard pie concoction made with several varieties of seafood. For their entree the diners will choose between *contré filet au sauce financière* or *paupiette avec mousse de saumon*. Each will be complimented by *puree de marrons*, *tomate farcie* and *salade avec coeur des paumes*. The evening's comestibles will conclude with a magnificent *soufflé glacé au framboises*.

The Awards Committee, under Chairman *Boyd Lewis*, has decided on winners in thirteen categories. In addition a special salute will be tendered to Brig. Gen. *David Sarnoff*, RCA board chairman, in recognition of his exceptional contributions to electronic journalism. Production Chairman *Richard de Rochemont* is completing arrangements for the award ceremony.

Following the formal portion of the program, Ben Cutler and his orchestra will play for dancing in the Waldorf's East Foyer.

Dinner Coordinator *Martha Palmer*, who is located in a special Dinner Committee office on the fourth floor of the Club, should be contacted for reservations. The numbers to call are LW 4-3537 or LW 4-3500 and the inflation-proofed ticket prices are \$20 each for a member and one guest and \$50 each for non-members and additional guests.

OPC BOOK

(Cont'd from page 1)

Yolen predicted that the book would serve as a functional book for journalism students. "It will not be textbookish but will provide the student with a type of on-the-job training through its case histories of the working press," he said.

Publication date will be sometime in January or February of next year.

WASHINGTON GETS MURROW FUND GROUP

By JESSIE STEARNS

WASHINGTON — The distinguished Washington Committee of the Edward R. Murrow Memorial Fund — some OPC members and others non-members — was formed last week. The majority are men and women who have worked with Murrow in the past years or have been close friends of his.

After formation of the committee Helen Zotos, chairman, stated, "I think it's a tribute not only to Ed Murrow, whose colleagues have been the first to esteem his professionalism in reporting the news, but also to the Overseas Press Club which continues to stand for all that Murrow ever championed in his lifetime."

Within a few weeks Miss Zotos plans an open meeting of the committee to discuss future plans and how "best we in Washington can meet our campaign objectives."

Vice chairmen: John Chancellor, Director, Voice of America; Dixon Donnelly, Assistant Secretary of State for Public Affairs; Larry Lesueur, Congressional Correspondent, Voice of America; Bill Moyers, Presidential Press Secretary and Special Assistant to the President; Howard K. Smith, ABC News correspondent; and Jessie Stearns, Washington correspondent, Kansas and Ohio newspapers.

Committee members are: Robert G. Abernathy, NBC News correspondent; John B. Adams, US Lady publisher; Art Buchwald, Herald Tribune syndicated columnist; Bill Costello, MBS national correspondent; Williams Downs, ABC
(Cont'd on page 6)

NEW YORK SCENE

Tues., April 12 — Party for presentation of the OPC Grill's new copper hood and auction of originals by famous cartoonists. Cocktails in grill, 6 to 7 p.m. Auction afterwards in Bistro. (See pages 4-5 story.)

Campaign Against Hunger

Wed., April 13 — Luncheon, with Agriculture Secretary Orville Freeman. "The War on Hunger." 12:30 p.m. WNYC Radio 5 p.m.

In a nation associated with silos and storehouses full of food surpluses, "The War on Hunger" — title for Agricultural Secretary Orville Freeman's OPC talk next week — may seem out of place. But the problems being taken on by the US in this field are international in scope, with such projects as President Johnson's drive for economic and agricultural help to South Viet Nam to back up the war effort, and the emergency aid to India in its famine crisis.

Secretary Freeman was one of the cabinet task force members sent to Southeast Asia earlier this year by the President, on the heels of the Honolulu talks with Premier Ky. On Tuesday, he'll outline what's being done on the scene in Viet Nam and other areas in this expanded phase of his department's activities.



UPI

Secretary Freeman

Wed., April 20 — Annual Meeting, for active members. Election results and committee reports. 8 p.m.

Fri., April 22 — Annual Awards Dinner. Grand Ballroom, Waldorf-Astoria Hotel.

Thurs., April 28 — Music Night, American songs by new American composers (Metropolitan Opera). 8:30 p.m.

Fri., April 29 — Korean Reunion Dinner. 6 p.m.

All reservations not cancelled 24 hours in advance will be charged to members' accounts.

AUTHORS ANALYZE CHARLES DE GAULLE

How do you explain what is considered inexplicable? The enigma is Charles de Gaulle, and authors David Schoenbrun and Robert Aron demonstrated their expertise in fathoming this complicated subject during last week's Book Evening on de Gaulle.

Aron, French writer whose latest book is *An Explanation of de Gaulle*, likened de Gaulle to a poker player who held his cards until he saw what other players were holding. Schoenbrun, continuing the analogy, agreed that de Gaulle was involved in a game of poker, but one which was dangerous for everyone concerned. The author of *The Three Lives of Charles de Gaulle* named several cards the French leader has been playing — withdrawal from NATO, keeping

Britain out of the Common Market, backing Red China recognition. Only one card is left, Schoenbrun continued, and that is one which will be determined by what happens in Moscow.

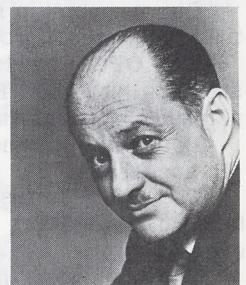
Both authors agreed that de Gaulle didn't dislike Americans — in particular. He just "disliked people" in general, and this included the French.

The compliment apparently is returned by the voters; Schoenbrun reminded his listeners that 51 percent of the voters in France voted for other candidates than Charles de Gaulle in the last election. He further noted that there were essentially only two main political forces in France — the Catholic and anti-Catholic parties.

Aron told the audience that in France



Aron



Schoenbrun

his two books, the one on de Gaulle and one titled *The God of the Beginnings*, were published at different times. But American publishers, he noted wily, are more sophisticated, "or perhaps more cunning," because the English-

(Cont'd on page 8)

KOREA HONORS AP'S SWINTON

SEOUL, Korea — In an unprecedented and nationally televised ceremony here April 3, the Republic of Korea honored Stanley M. Swinton, AP assistant general manager and director of World Services, for coverage of the Korean War in 1950-51.

US Ambassador Winthrop Brown and 120 Korean publishers and editors attended the presentation in the Grand Ballroom of the Chosun Hotel as guest of Chung Jae-Ho, president of the Korean news agency, Donghwa.

Swinton was presented with a mother-of-pearl and ebony plaque "for his outstanding efforts and distinguished contributions rendered to the press and people of Korea during his years with AP, especially during the Korean War in 1950-51 as a war correspondent."

"He has contributed immeasurably to halting the wave of communist aggression in the Far East by making prompt and accurate reports of battle scenes in the Hamhung sector, which resulted in helping arouse world opinion against the aggressors."

Minister of Information Hong Jong Chul, who was an artillery battalion commander in the Hamhung battle, presented the plaque and a framed citation.

Minister Hong also gave Swinton a four-foot calligraphic scroll painted by President Park Chung-Hee of Korea for the occasion. It said:

"For the Associated Press — Jung (fair) ron (comment) jik (correct) pil (writing). Spring of the year 1966. Park Chung-Hee, President of the Republic of Korea."

President's Sign-Off Letter

Dear Fellow Members:

This is both a farewell report and a message of deep thanks for the honors of the past year as your President.

I am extremely grateful for the excellent team of officers and most of the committee chairmen you gave me.

My administration promised you continuity and financial improvement in developing what we have.

You have finally voted a new constitution after almost three years of struggle getting it out to you for a decision. It is noteworthy that the majority of the Club approved every amendment proposed, but that one amendment was defeated by the two-thirds rule.

Your Club's financial position shows almost a 100 per cent improvement over last year, both in cash and in capital reserves.

Our membership remains near the all time high, steadily over 3300.

The OPC Foundation is having fine success with its fund drive and has planned a brilliant Annual Awards Dinner.

Both *Dateline* and *Who's Who* will be big successes.

The OPC Correspondents Fund has taken pains to work closely with me on every problem.

The Club staff has given dedicated service, often above and beyond the call of duty.

None of these tasks was easy; some were extremely unpleasant but that is all past.

There are sincere divisions among the members about whether we should go back to a smaller organization, or ex-

pand even more rapidly into a bigger one.

I, equally sincerely, believe the new administration can avoid such painful debate and decision for these reasons:

The National Academy of Television Arts and Sciences has nearly doubled its rental space in the building; another tenant of the journalism field is considering enlarging its quarters.

Another club would like to share the building with us by taking an entire floor and setting up a completely separate operating entity.

The OPC Foundation has exciting plans for the building (like the Ed Murrow Library) which will of necessity require a rearrangement of space.

Two neighborhood hotels are offering valuable discount arrangements for OPC members needing transient rooms.

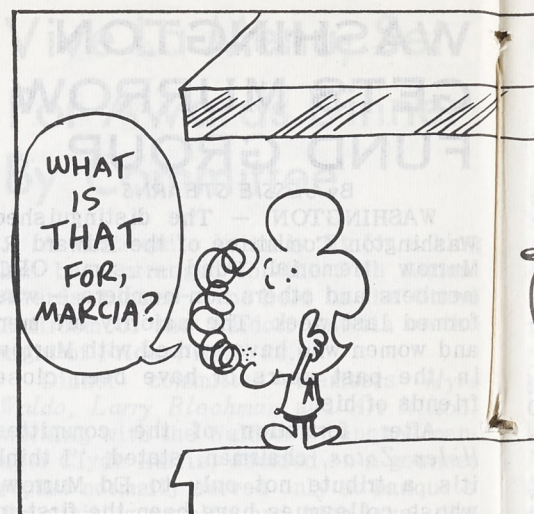
Unless some unexpected emergency strikes by April 20, the Club will show a good black ledger for the first time in this building without a special assessment.

That doesn't mean the new administration has no work cut out for it.

Let me be its fall guy by advising that the rise in wholesale costs, taxes and pay scales under the new labor union contract will require very judicious operation before we can really say we are out of the woods. But the end of the tunnel is in sight.

I will do my best to aid the new President as soon as he takes office, and assist the new administration as I may be needed on the Board of Governors. Officially then, "so long and 73's".

Merrill Mueller



MELL LAZARUS

Ce

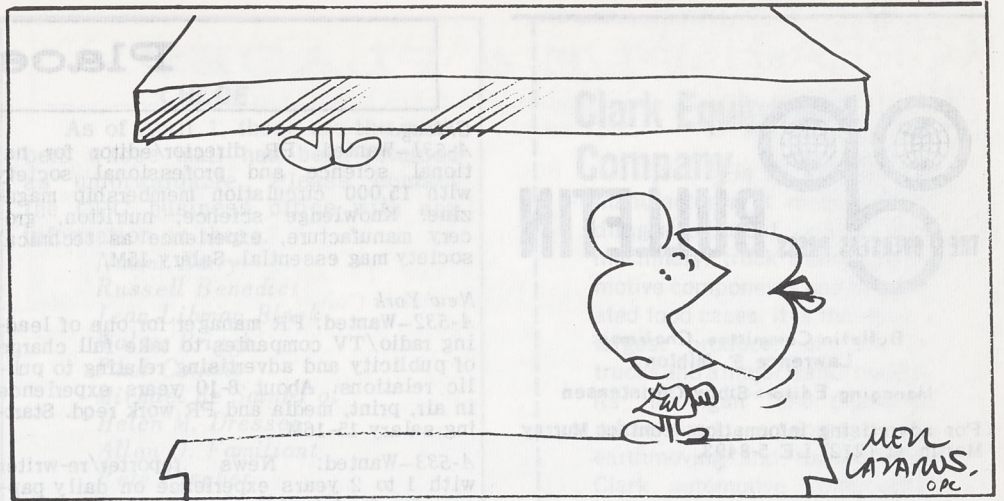
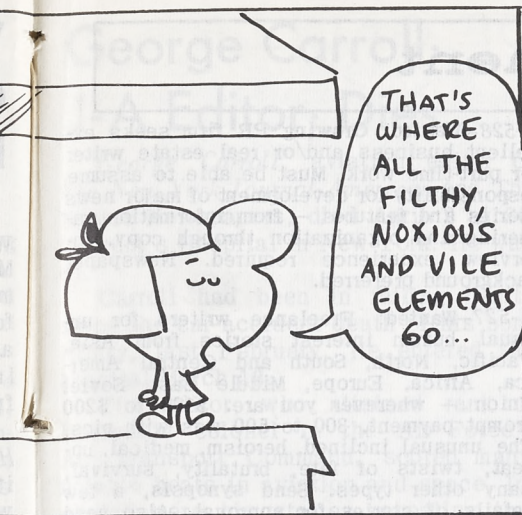
Formal acceptance next evening for gifts used in the OPC Members' Grill has an occasion for cartoons by America's leading humor artists.

Originals of the cartoons, along with reproductions of the ones reproduced in this issue, will be on hand at the OPC members and guests in the Bismarck Room at 8 p.m. (The artists have been on hand.) Proceeds will go to the Edward R. Murrow Fund.

Before the sale, the OPC will express its appreciation to the corporations who supplied gifts.



MORT WALKER



Celebration for Grill Gifts

The next Tuesday and in refurbishing grill has provided lions by some of or artists. Cartoons and drawings in this issue, donated will be sold to members of the Bistro Room at have been invited to s will be donated w Fund. The OPC officially ciation to several elied gifts for the

Grill at a Bar & Grill Room Gala between 5:30 and 6:30 p.m. — perhaps the first cocktail party ever given there since the Club moved to 40th St. Co-hosts will be President *Merrill Mueller* and past President *Bob Considine*. Donors of various contributions will be guests of the Club.

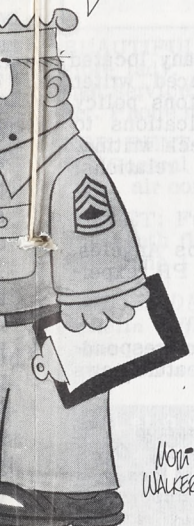
Thus, the "hood" referred to in the John Hart drawing is not a wayward scribe but the copper cowl recently installed by Kennecott Copper Corp. and its subsidiary, Chase Brass & Copper Co.

The International Copper Research Association provided a newly-developed process for protecting the copper against attack by the "vile elements" described in *Mel Lazarus'* panel. The process will indefinitely prevent tarnishing.

Johns-Manville Corp. donated a specially fabricated, aluminum-clad acoustical ceiling. It is fire-resistant.

Executives of Bulova Watch Co. also will attend as donors of the international clocks. *Harry Welker* arranged donation of the drawings; *George McCadden* is chairman of the event.

THE OVERSEAS PRESS CLUB HAS A SMALLER KATHINKER?



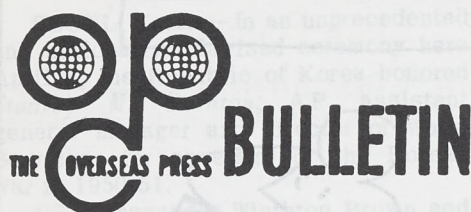
MILTON CANIFF

STEVE CANYON WAS HERE



BILL MAULDIN





Bulletin Committee Chairman:
Lawrence F. Mihlon

Managing Editor: Sibby Christensen

For advertising information, contact Murray Martin at (212) LE 5-8493.

The Overseas Press Bulletin is published weekly by the Overseas Press Club of America, Inc., sent by first-class mail to all members (air mail to all overseas points).

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Send address changes to the attention of the OPC Business Office, all editorial and advertising matter to Miss Sibby Christensen, Overseas Press Bulletin.

Classified advertising: 50¢ per 40-character line. Must be received in written form by noon Mondays (no phone orders), with advance payment. Display rates on request. Subscription: \$20 per year.

Editorial deadlines: Noon Mondays for column items, noon Tuesdays for all other materials.

MURROW FUND

(Cont'd from page 3)

News correspondent; Capt. Robert F. Farrington, Joint Chiefs of Staff US Navy; Albert H. Hamilton, director, public relations, Export-Import Bank; Dudley Harmon, Information Director, CBS News (Washington); Mrs. Ruth Hatch, Bascom Timmons News Bureau; Stewart Hensley, UPI diplomatic correspondent; John M. Hightower, AP diplomatic correspondent; Russell Hill, Radio Free Europe Washington Bureau Chief; Joseph Laitin, White House Assistant Press Secretary; James G. Morton, Special Assistant to Secretary of Commerce; Edgar Ansel Mowrer, Bell-McClure Syndicate columnist on international affairs; Wayne Parrish, American Aviation Publications publisher; Robert Pierpoint, CBS News, White House; Josephine Ripley, Christian Science Monitor staff correspondent; Raymond Swing, free-lance broadcaster; Arthur Sylvester, Assistant Secretary Defense Department for Public Affairs; Esther van Wagoner Tufty, Tufty News Bureau; and Tom Wicker, New York Times Washington Bureau Chief.

Contact Placement Chairman Steve Korsen (MU 7-4100) about Placement Column ads. Do not call The Bulletin office.

Placement

Chicago

A-531-Wanted: PR director/editor for national science and professional society with 15,000 circulation membership magazine. Knowledge science, nutrition, grocery manufacture, experience as technical society mag essential. Salary 15M.

New York

A-532-Wanted: PR manager for one of leading radio/TV companies to take full charge of publicity and advertising relating to public relations. About 8-10 years experience in air, print, media and PR work reqd. Starting salary 15-16M.

A-533-Wanted: News reporter/re-writer with 1 to 2 years experience on daily papers, for food trade magazine, in associate editor capacity. Good opportunity for facile writer with food industry interest.

A-534-Wanted: Topnotch writer for major drug company, capable of handling general economic data, work in government relations area, write speeches and articles, with good science health contacts. Excellent salary for highly experienced individual.

A-535-Wanted: Editor for newsletters dealing with international trade, finance, and world econ. Must know highly technical aspects of world finance, for highly professional readership. Experience in writing/editing at high-level a must. Good salary.

A-536-Wanted: PR men skilled in financial news writing and placement for a leading PR agency based in NYC. Five to 10 years experience in financial press, corp. or PR agency field reqd. Salary \$12-13,500.

A-537-Wanted: Writer and customer contact PR man with 2-3 years editorial or agency experience, familiar with educational super-mart promotion. Some travel. Starting salary \$8-8500.

A-538-Wanted: Commentary news writer for educational radio system. Some radio/TV newswriting experience reqd. Salary \$7100.

A-539-Wanted: Young editor/reporter immediately to cover wide range industry management, business and technical news and feature articles for trade magazines. Some travel to industry locations. Must take own photos to illustrate articles. Magazine with largest circulation in its field, published weekly, with news and feature section. Salary \$7,500 to 10,000, depending on experience. Write or phone Albert W. Wilson, editor and general manager, or Raymond F. Foster, publisher, Pulp & Paper, 370 Lexington Ave., NYC. MU 3-9294.

A-540-Wanted: Experienced PR media placement specialist to work on national account with major agency. Fifty percent press, radio/TV contracts, balance writing and policy planning all accounts. Requirements: 12-15 years solid journalism and benefits commensurate with ability and experience.

A-541-Wanted: Staff member for major oil co. PR department. Must have at least 4 years experience in news and PR or government relations. Some travel in Eastern United States. Starting salary 11 to 13M. plus excellent benefits and growth opportunities.

A-529-Wanted: Newswriter for major trade association. Two to three years' newswriting experience, on daily or newsmag or trade journal required. Salary \$8400.

A-528-Wanted: Growing PR firm seeks excellent business and/or real estate writer for part-time work. Must be able to assume responsibility for development of major news stories and features — from information gathering and organization through copy. Interview experience required. Newspaper background preferred.

A-527-Wanted: Freelance writers for unusual human interest stories from Asia, Pacific, North, South and Central America, Africa, Europe, Middle East, Soviet Union — wherever you are. \$100 to \$200 prompt payment. 300 to 500 wds with pics. The unusual inclined, heroism, medical, upbeat, twists of fate, brutality, survival, many other types. Send synopsis, a few details of stories for approval. Also need freelancers in Alaska, Canada, major cities in South America to develop story leads we have. Same payment. Write or cable Intra-American Press, 213 E. 34th St., New York, 10028 USA. Your anonymity assured.

A-526-Wanted: Versatile, imaginative editor/writer who'd like to grow with national, spec. occupation, 30,000 anticipated circulation bi-monthly now in planning stage. Some technical experience helpful, but not essential for capable person. Must be a self-starter, at home with nuts and bolts of magazine production. Most convenient for resident Queens, Nassau, or Suffolk.

A-524-Wanted: Staff PR director for non-profit institution of cultural field. Ability to plan programs, write publicity and promotion pieces. Knowledge of production. Tie-in with fund-raising.

A-523-Wanted: Editor part time to direct exciting bi-monthly consumer money-management magazine. Must be experienced and creative. Excellent compensation and growth opportunity. East coast or midwest location preferred.

A-522-Wanted: Annual report writer. Experienced. Temporary or permanent will be considered. Corporate PR opportunity.

A-521-Wanted: New international publishing operation, under major corporate sponsorship, seeks correspondents and stringers in all lands. Knowledge of advertising and marketing desirable.

New Jersey:

A-525-Wanted: Multi-plant company located in North Jersey needs experienced writer to set up employee communications policy and establish appropriate publications to carry it out. Also assist on speech writing, visual aids, local community relations. Salary 10-12M.

California:

A-520-Wanted: Understudy for Los Angeles post. Must have well-rounded PR experience, Salary range 12-15M.

Japan:

A-530-Wanted: Japanese news correspondent to work out of Tokyo for feature-news service. Please submit resume.

Please write c/o Box No. attention S.E. Korsen, Placement Com. Chairman, Overseas Press Club. Only members' resumes will be forwarded directly to advertiser. Also, please contact chairman by mail at OPC or by phone (MU 7-4100) re any openings you may wish to have advertised in the Bulletin on cost-free basis.

George Carroll; J-A Editor; Dies

George Carroll, aviation editor of *The New York Journal-American* and *The Hearst Newspapers*, died April 2 at St. Vincent's Hospital in New York. He was 61.

Carroll had been in failing health since the car-accident death of his son, Hilary, last February. He entered the hospital March 13.

The editor, who attained rank of lieutenant colonel in the Air Force's Air Transport Command, scored many notable beats in aviation and space. Included were his stories revealing that atom spies Ethel and Julius Rosenberg had passed on this country's rocket secrets to Russia; that Soviet spacemen had photographed US military installations while in orbit over the US, and many others.

Carroll was winner of the Flight Safety Foundation's Sherman Fairchild Air Safety Writing Award three times in recent years, as well as of the James J. Strebig Memorial Trophy.

He began his journalism career while working his way through the Syracuse School of Journalism. He later worked for the *Baltimore News Philadelphia Ledger* and finally joined the old *New York Evening Journal, Journal-American* predecessor.

Carroll joined the Air Force at the beginning of WWII and eventually became special assistant to Brig. Gen. Dale B. Gaffney, commanding officer of the ATC Alaskan Wing. He rejoined *The Journal-American* in 1946.

Carroll is survived by his wife, Margaret, a son and two daughters.

Classified

BEAUTIFUL 2-rm furnished apt., to responsible lady. Park Ave., midtown. 24-hr door man service. \$275 per mo., June to September. Phone mornings 679-1384.

FOR RENT: Furnished office facing 57th St. (General Motors Bldg) in public relations suite, air conditioned. \$125. CI 7-3537.

SUBLET: Furnished, air-conditioned 2-room fourteenth floor apartment, in fifties off 6th Ave. June 1 - Labor Day. \$530. Box 368.

MAIL or DELIVER TYPED COPY to the Bulletin Office by Monday Noon, with advance payment. A 40-space line costs 50¢. Items will not be taken by telephone

CHLOE

As of April 1, these are the members whose mail has been returned as unforwardable. Please contact the OPC business office with any information on these.

Naomi Barry
Russell Benedict
Jean Libman Block
Walter Briggs
Paul Conant
Michael de Saint-Pol
Helen M. Dresser
Allan D. Familant
Pete Fischer
Lawrence G. Hoover
Toni Howard
Don Iddon
Robert E. Johnson
Henry E. Littlehales
George P. McCallum
Jerry Quigg
Peter W. Rodger
Arthur Rosett
Joseph Morgan Ruffner
E. Guillermo Salas
Marya Saunders
Lewis B. Sebring
Andrew Steiger
James S. Stutzman

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PEOPLE & PLACES

By BETTY ETTER

ON THE GO: **Juliet Lowell** back from a Mediterranean trip with word that the Athenian newspaper *Elettheria* is planning to translate some of her books into Greek and have them syndicated . . . **Fannie Hurst** in Mobile, Ala., to address The Forum . . . **Harrison Forman** off on another assignment to Africa . . . **Bruno Kroger**, associate director of the National Council of Churches, is accompanying the organization's president on an Eastertime preaching mission to US Armed Forces in Bangkok and South Viet Nam. He is handling press relations, serving as special correspondent for Religious News Service and carrying out a special assignment for NANA . . . **Jack Birns** and his wife Shayne left April 2 for an around-the-world business trip, stopping at Fiji, Auckland, Sydney, Tokyo, Taipei, Hongkong, Bangkok, Tel-Aviv, Munich, Berlin, Paris, London, New York and home (Los Angeles). Now in the motion-picture equipment business, some of Birns' lighting is being used in Spain in the attempt to recover the lost H-bomb.

NEW POSTS: Formerly executive editor of Printer's Ink, **W. Richard Bruner** has been appointed vice-president of Callo & Carroll, in charge of marketing communications . . . **Beryl Reubens** exiting ABC, where he has been press information exec, for Mt. Sinai Hospital, where he'll be director of public relations for the hospital and its medical center . . . **Frank Elkins**, long-time NY Times, named secretary to the Department of Air Pollution Control of New York.

ARTICLES: By-lined in the current Vista (New Orleans and Quebec), Ebony (Ethiopia) and Woman's Day (Salem, Mass., Treasure Town), **Eleanor Early** is off to the Caribbean on further magazine and newspaper assignments . . . World Topics Yearbook for '66 includes a six-page piece on the UN by **Aaron Einfrank** . . . **Stanley Frankel** in the Peace Corps Volunteer with "View of a One-Eyed King." He's a member of the Corps' advisory council.

BOOKS: **Harry Edward Neal's** "The Mystery of Time" (his 20th book) out April 18 via Julian Messner . . . **Edward Hymoff's** "Guidance and Control of Spacecraft" published simultaneously in hard cover and soft cover editions by Holt, Rinehart & Winston as part of its Space Science series . . . "The Most Amazing But True" by **Doug Storer**, an original Fawcett Gold Medal paperback, out this month.

RADIO & TV: **William F. Buckley, Jr.**, debating the war in Viet Nam with Norman Thomas on the first program of "Firing Line with William Buckley," a new TV series on WOR, NY . . . **Richard Cohen**, editor of the weekly Jewish TV Chronicle, had Israeli peace-pilot **Abie Nathan** as a guest on his Sunday afternoon news show . . . **George O'Brien**, co-ordinator of radio activities at Iona College, New Rochelle, NY, has lined up fellow OPCers for his advisory council: **John Luter**, **John J. McCarthy**, **Barrett McGurn** and **Jim Sheldon** . . . **Paul Sanker** moderated a Radio Liberty discussion program on "Religion in the Soviet Union," telecast April 9 and 10 on NY channel 31 . . . **Inez Robb** guested on Ladies of the Press on WOR April 2. . . **Jesse Zunser**, longtime editor and movie critic of Cue, reviewing films nightly on the WOR (NY) Sandy Lesberg Nighttime show, in addition to his movie lecture chores and editorial work for Philadelphia's Film Bulletin.

SPEAKERS: **Miss Duncan MacDonald** co-chairmanning an open meeting of the National Council of Women of the US, its annula conference on Latin America, April 13 . . . Past prexy **Cecil Brown**, now director of news and public affairs of Channel 28 in Los Angeles, participated in a four-day Occidental College-American Assembly in Palm Springs, March 24-27, on "The United States and Japan." . . . **Edward Stanley**, NBC director of public affairs, took part in a conference on "Biomedical Communications: Problems and Resources," held in NY last week . . . On his way from Southern California, where he, with Alexander Kerensky, addressed a Mira-Costa College convocation, **Isaac Don Levine** stopped off in Fort Leavenworth, Kansas, to lecture to the US Army Command and General Staff College on "Russia's Stakes in Asia." . . . **Richard C. Wald**, managing editor of the NY Herald Trib, a keynote speaker at a conference on "Behavioral Sciences and the Mass Media," sponsored by the Columbia U. graduate school of journalism and Russell Sage Foundation . . . As a result of his book on "The Franchise Boom," **Harry Kursh** invited to speak at a national conference on franchising, sponsored by Boston College Graduate School of Business, and to serve on the board of governors of the college's center for the study of franchise distribution.

HONORS: **Julius C.C. Edelstein**, former executive assistant to NY's Mayor Wagner and just appointed head

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language versions have been published here simultaneously.

Translating for Aron was **Hal Lehman**, who also handled the question and answer period and was able to call upon such old-timers as **Ned Kalmer** of CBS, **Hillel Bernstein** and **Burnet Hershey**.

Anita Diamant Berke was moderator for the program.

FRIENDLY TO COLUMBIA U.

Fred W. Friendly, former president of news for the CBS and documentary producer, this week was named **Edward R. Murrow Professor of Journalism** at Columbia University. He assumes his post with the Graduate School of Journalism July 1.

Friendly's duties will include teaching in the field of television treatment of basic issues, serving as chairman of the Broadcast Curriculum Committee, and directing the development of the School's projected Television Workshop.

of the Department of Urban Studies at New York City University, awarded the **Herbert H. Lehman Memorial Citation** for "outstanding government service." He gets a fine plaque to hang in his new office . . . **Barrett McGurn**, who's been winning awards like crazy, has a new one: the Silurian spotnews journalistic achievement award for 1965 for his scoop, on Pope Paul's impending visit to NY. . . . **Helen Zotos**, US Commerce Department, public affairs, readying her best bib and tucker for the National Cherry Blossom Parade of Princesses in Washington, DC, April 16. Helen will adorn a gleaming 1929 Model A Ford in a pageant of antique cars . . . **Patricia Chapman** of the Newark Star-Ledger chosen winner in the "Consistently Outstanding Special Feature" category of the National Headliners Club for her fashion pages . . . **Beatrice Schapper** one of three judges of the magazine section of the AMA 1965 medical journalism awards and did her stint while flat on her back as a patient in Mt. Sinai Hospital.

EXITING: **Joseph H. Adleman** retiring from the Easton (Pa.) Express after 43 years on the staff, the last six as executive editor . . . **Mike Foster**, vp of ABC press information for the last 10 years, has resigned; says he'll announce his new plans after a vacation . . . **David Schoenbrun**, planning to concentrate on writing, leaving Metromedia's radio-TV group. He's currently at work on a book about New York under a Carnegie Foundation Fellowship at Columbia U. . . . **Theodore P. Noun** leaving Pan Am PR at the end of April, with future plans undecided.

SICK BAY: **Arthur Kent** of NBC-TV in Brookdale Hospital with a herniated disc.